



NATIONAL CITY LOWRIDER COMMUNITY FORUM

9-9-2021



Our Mission:

To educate the public about the
lowrider community.

As well as continuing and
preserving the lowrider culture.



About Us:

The United Lowrider Coalition was founded in January, 2021 to promote the art of lowriding.

ULC is focused on being the first city in the state of California to repeal the No Cruising Ordinance in National City.

The ULC is dedicated to partnering with local car clubs, residents, businesses, law enforcement, and elected officials to bring back cruising in National City.





The United
Lowrider
Coalition is
comprised of
several lowrider
clubs throughout
San Diego
County.



Survey results:


OBJECTIVES:

- ENGAGE BUSINESS OWNERS AND RESIDENT
- IDENTIFY SAFETY CONCERNS
- GAUGE OPINIONS AND FEEDBACK
- INFORM NATIONAL CITY LEADERS
- GAUGE SUPPORT TO REPEAL THE “NO CRUISING ORDINANCE”

620

surveys were collected in March and April 2021 in National City (91950). Surveys were collected through online and in person.





Top 3 overall thoughts when lowriding is mentioned

1

Family

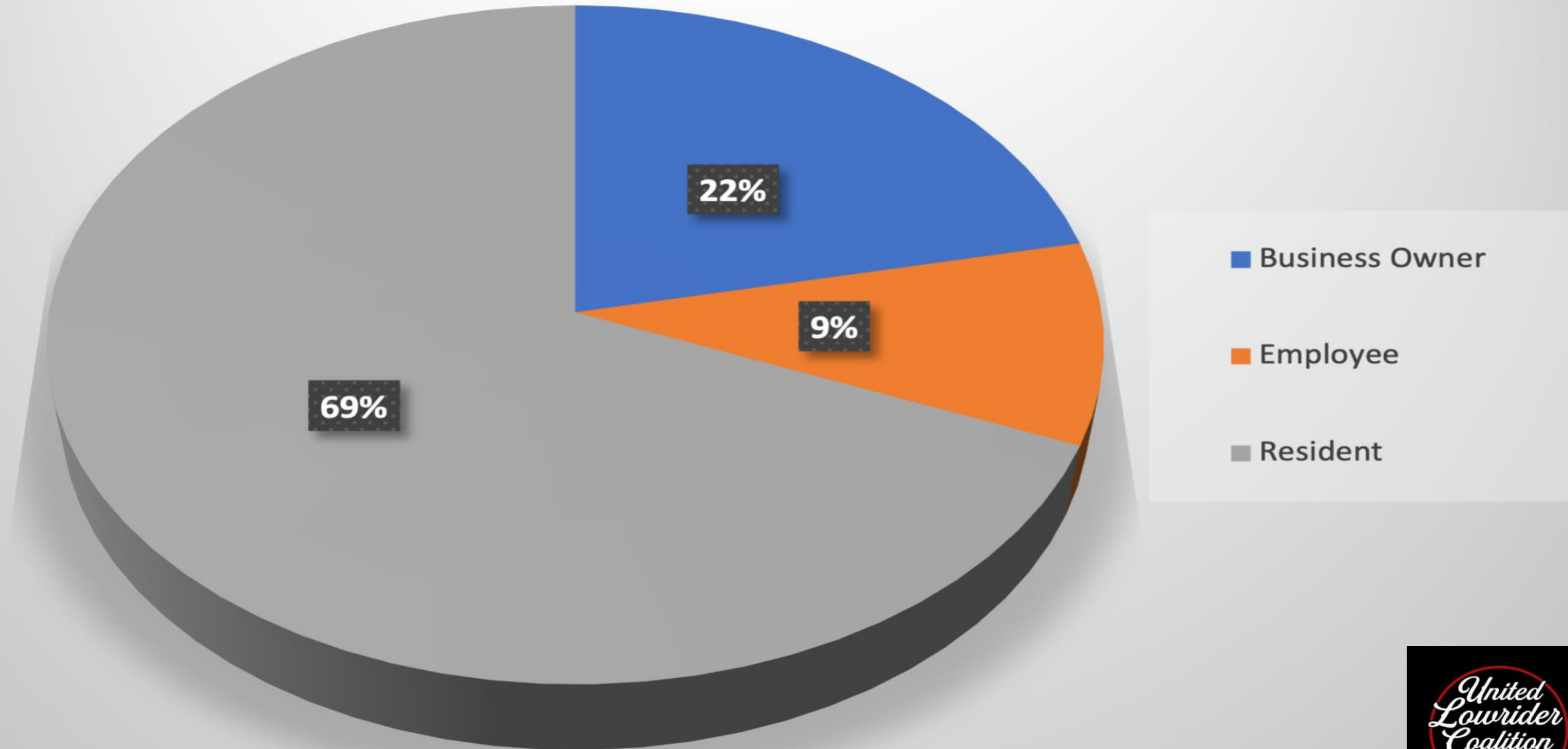
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National City's History

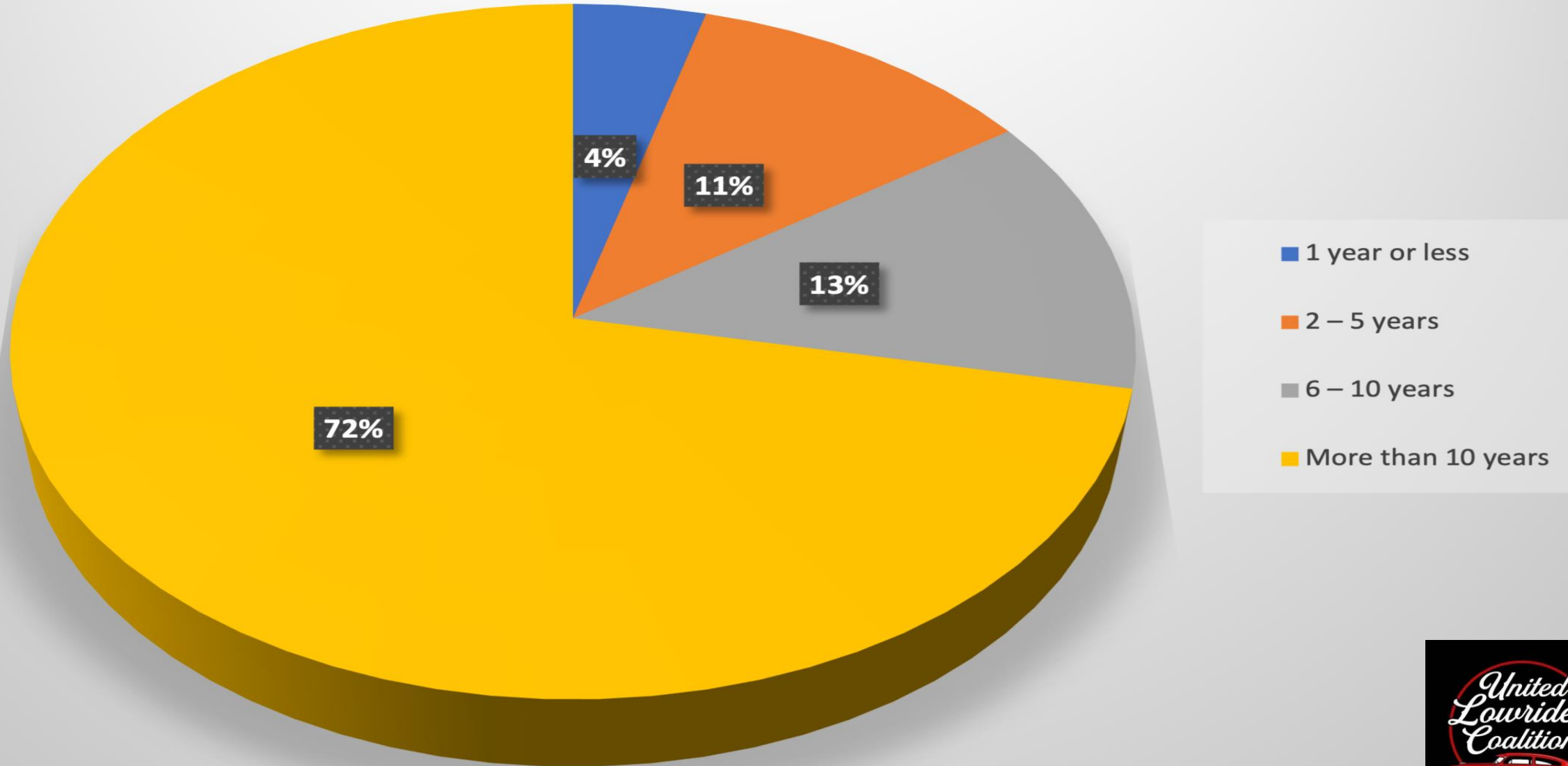
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Community

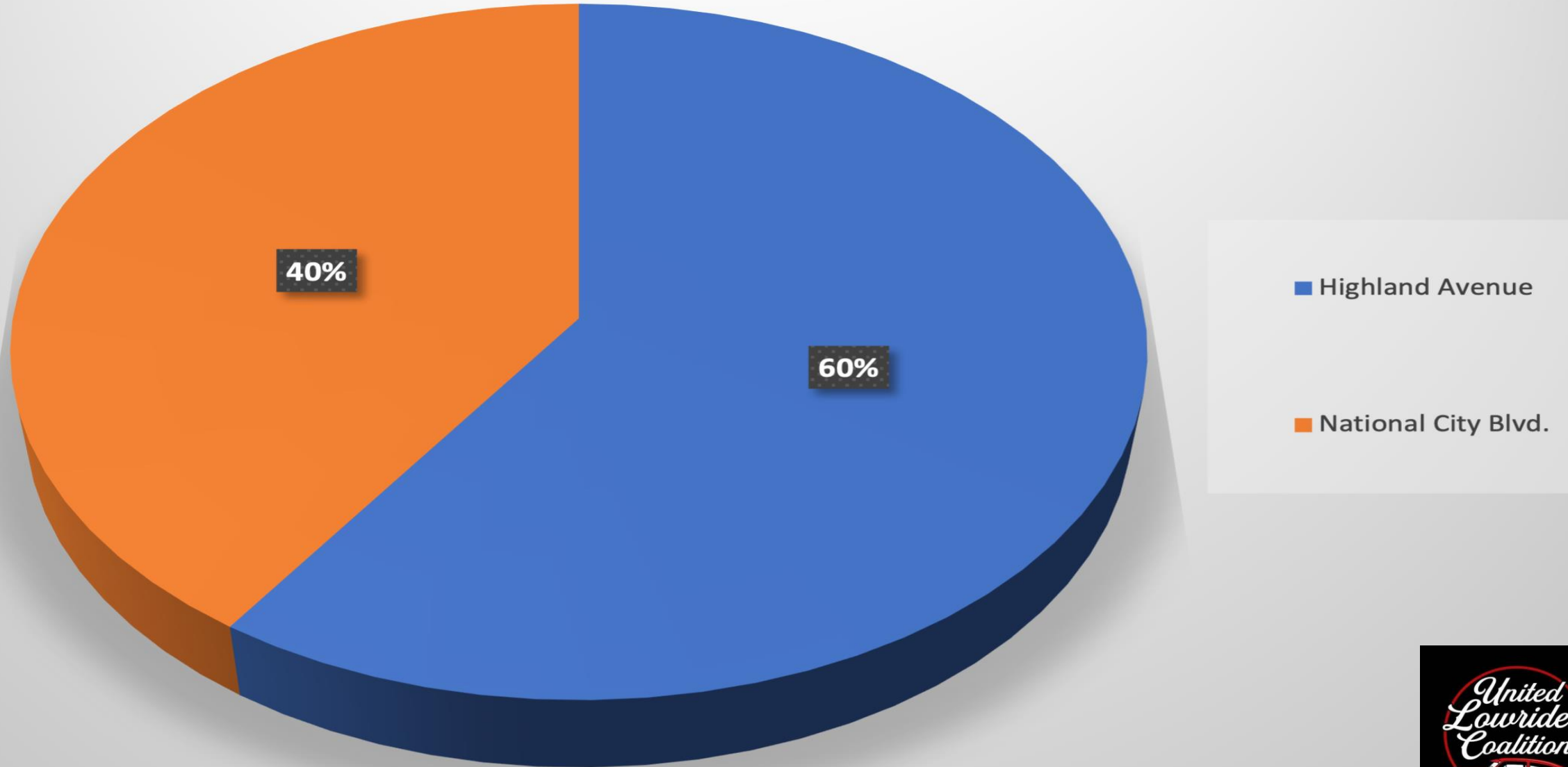
Question 1: What is your role in National City?



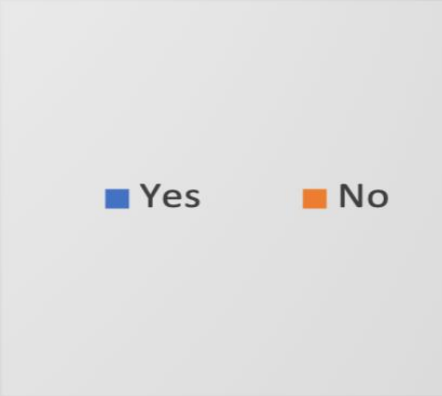
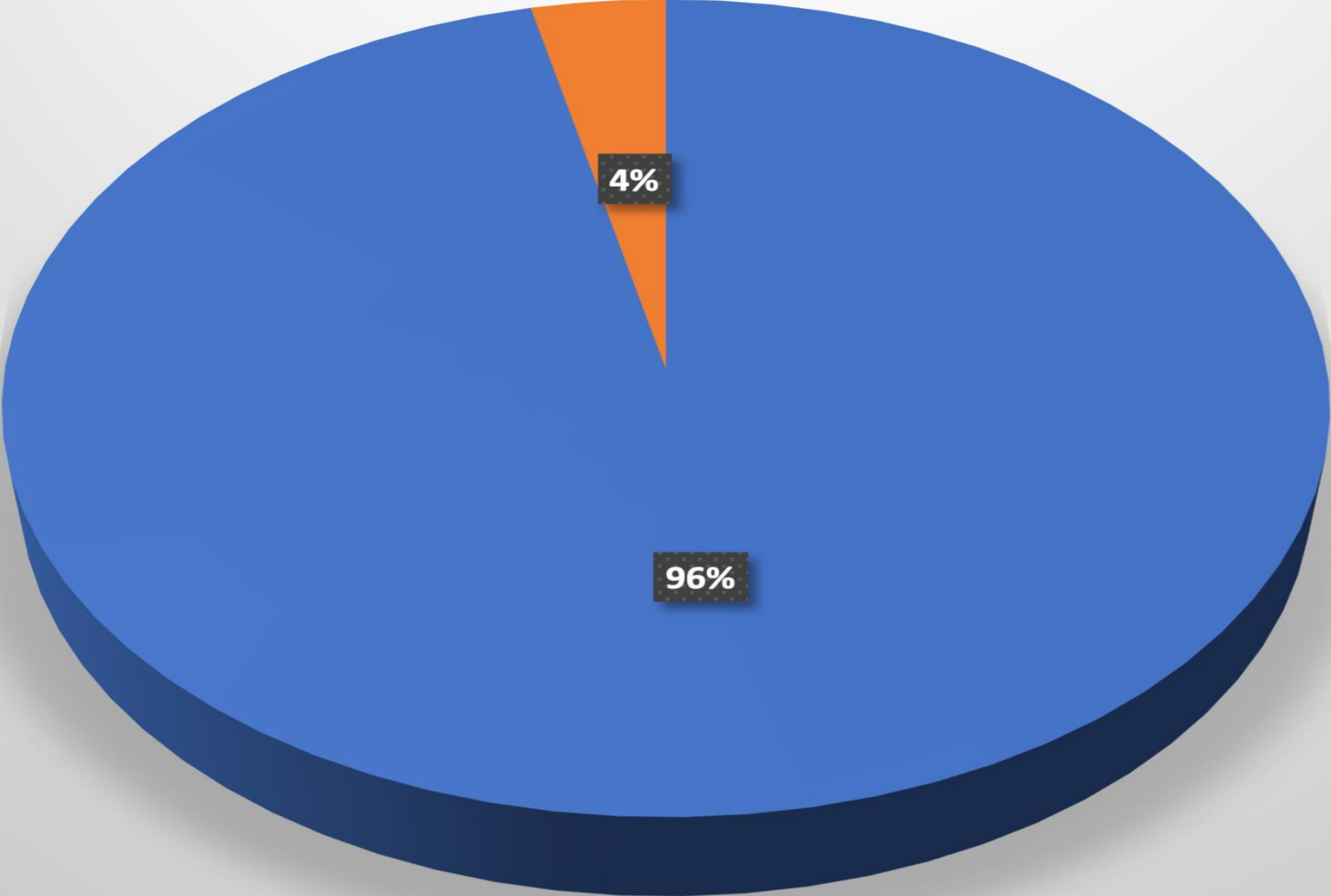
Question 2: How long have you worked or lived in National City?



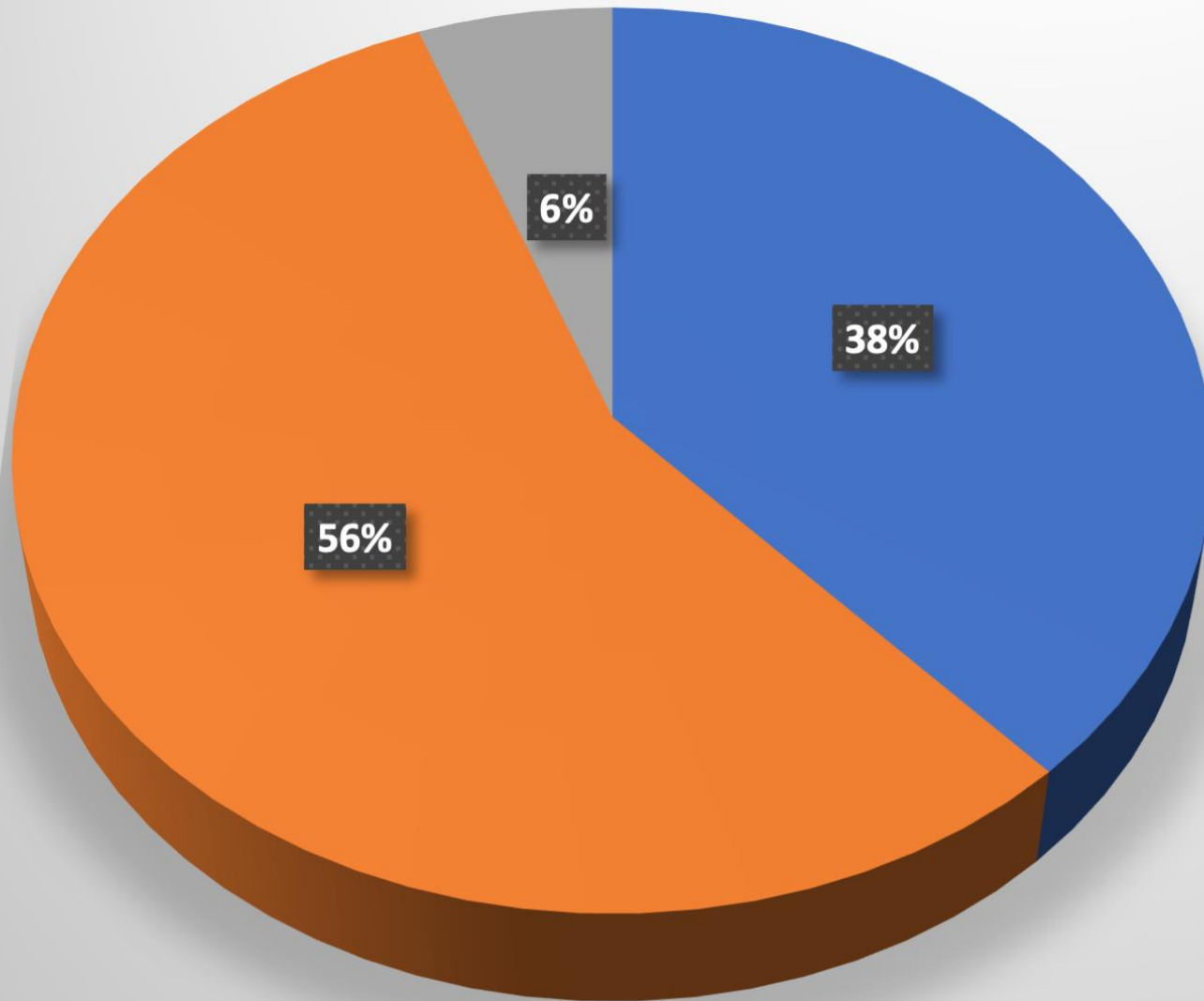
Question 3: Do you own or work at a business on Highland Avenue or National City Blvd.?



Question 4: Are you in favor of the Car Cruises or events in National City?

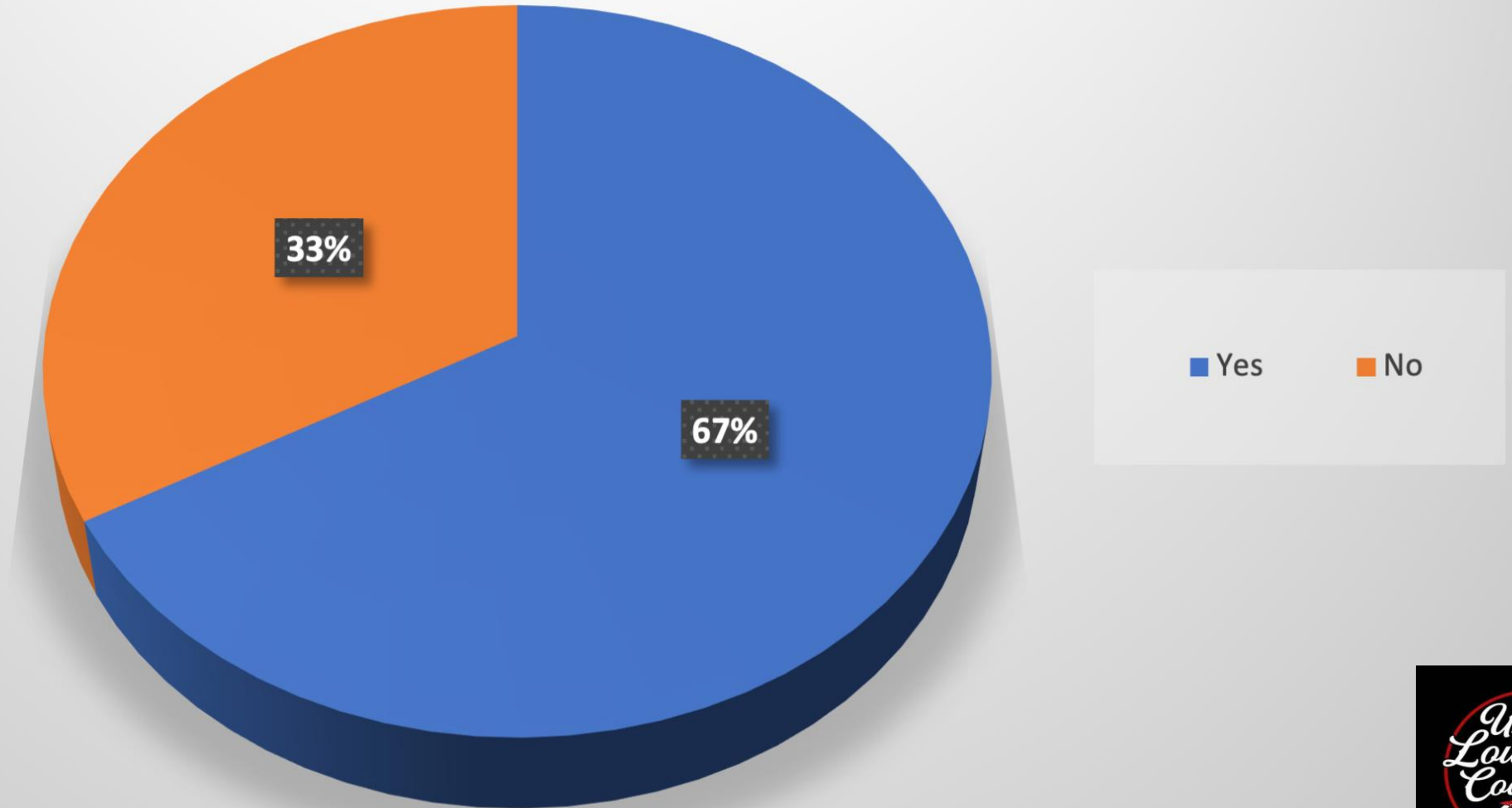


Question 5: Do you have any concerns about cruising in your neighborhood?

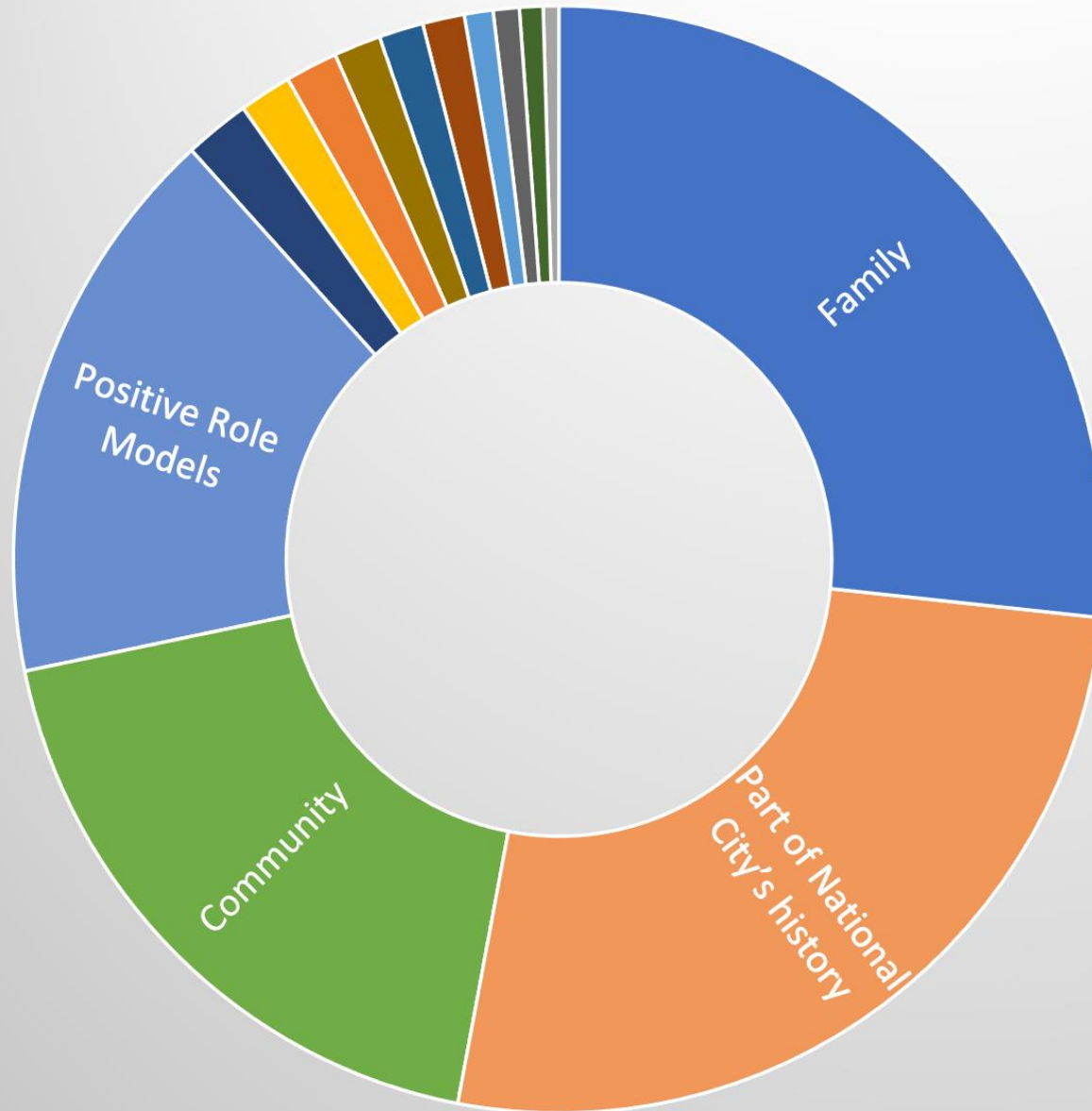


- No, not at all
- No, I love cruising and want to see more of it in National City.
- Yes, I am concerned about the noise and safety

Question 6: Should a standard code of conduct while cruising be created, using input from cruisers, neighborhoods, business associations, and NCPD?



Q7: What is the first thing you think about when you think about lowriding? (Select all that apply)



- Family
- Drinking in public/public drunkenness
- Alcohol Sales to minors
- Assaults or fights
- Crime
- Community
- Litter or trash
- Marijuana use
- Graffiti or vandalism
- Noise disturbances
- Dangerous traffic conditions
- Underage Drinking
- Positive Role Models
- Part of National City's history

Our Youth's Voice:

- Gangs, drugs or alcohol are not what we represent.
- Aztlan Bike Club is our way of staying positive and setting an example for others our age.
- Alcohol is the most used AND abused drug among teenagers in America.
- 31.5% of all high school students in America reported to have done been reported to have done hazardous drinking.
- On average, 11,318 youth in America (from 12 to 20 years of age) try alcohol for the first time every day.
- Aztlan Bike Club youth are members of the United Lowrider Coalition and look up to the adults in the coalition.



Possible Future Events:

- Monthly Highland Avenue controlled cruises
- Trunk or Treat for children and families
- Holiday toys for the neighborhood cruise
- Partnership with NC Automobile Heritage Festival & Car Show
- Cinco de Mayo Car Show and Festival at Kimball Park



Self Policing

ULC self-policing strategies:

- (1) Problem Solving and Prevention (planning with Law Enforcement and City Staff)
- (2) Lowrider Community Engagement (Lowrider Clubs at each event)
- (3) Partnerships (Chamber, Businesses and Residents)
- (4) Organizational Development and Change (Setting up assignments, calendar of events, etc.)
- (5) Analysis, Measurement, and Evaluation (surveys during events)



Measures of Success

Measures of Success: Here is a comprehensive list that we hope to have participating members report back to the rest of the group after each event.

Construction/Community Building

- City Council Investment (Dollars)
- Community Investment (Volunteer Labor Hours)
- Number of Lowrider Community Members Involved (Coalition)
- Number of Local Businesses Involved (Volunteer/Coalition)
- Number of Non-Profits Involved (Volunteer Labor Hours)
- Number of Students/Children Involved (Volunteer/Coalition)
- Number of Students Involved in Art Competition (Volunteer/Coalition)
- Scholarship Funding Awarded (Dollars)

Programming/Education

- Number of Schools Visited (and Provided Education)

- Number of Community Events Attended

Enforcement

- Decrease in the number of traffic violations related to exhibition driving



VIDEO CONTENTS:

The video that you will see next will explore the question of what makes lowriding a way of life.

This video speaks to the important and positive values of lowriding that serve to reinforce community in National City.

Lowriding fosters creativity and freedom as we strive collectively to repeal the Anti-Cruising Ordinance.





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